

HAVAS Media
Network

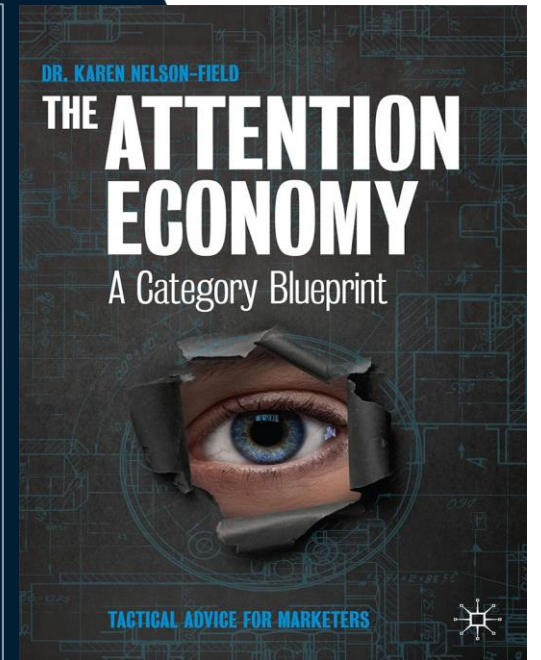
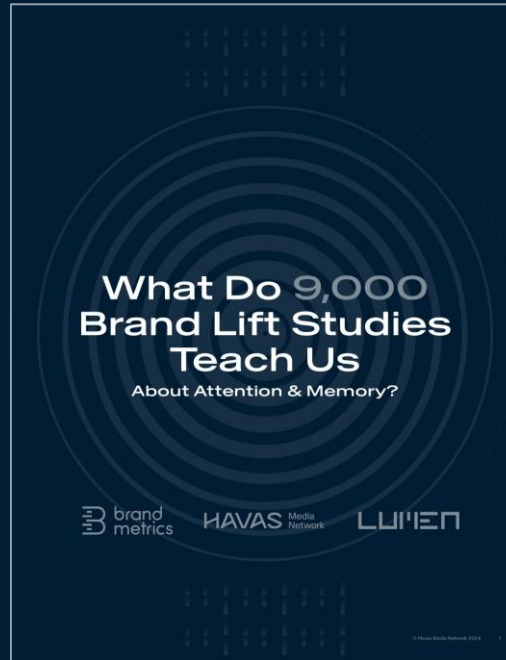
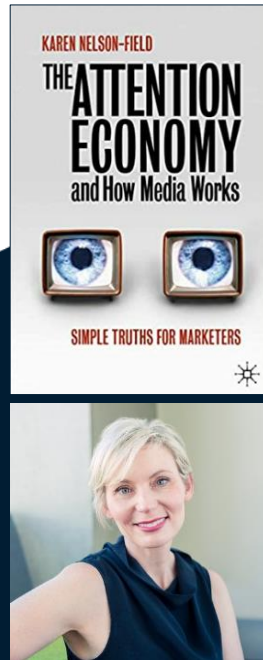
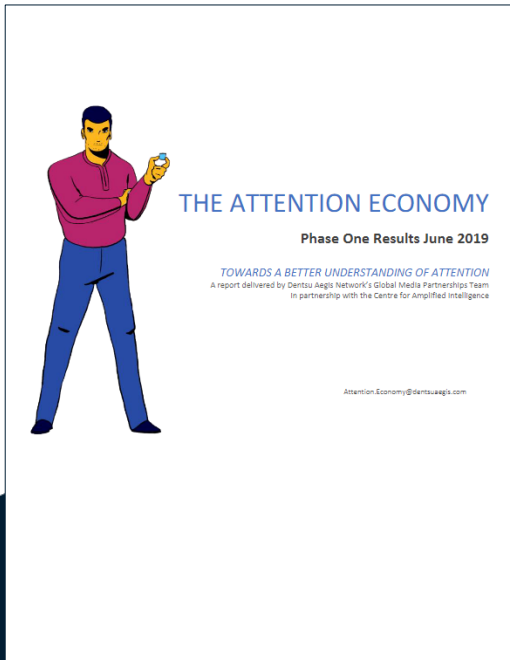
×

SCREEN
FORCE
THE MAGIC OF TV

24/10/2024

Attention! Update

Who am I and what do I know about it??



Why?



Step off the train and into the city

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Exclusions & limitations apply.



AVANTI WEST COAST

Inside the Oscars: All the moments you did NOT see from the ceremony - from nude John Cena's lightning wardrobe change to panicked Emma Stone running backstage and Ryan Gosling's sneaky return after his spectacular I'm Just Ken performance



While Emma Stone's shock win for Best Actress and John Cena's nude onstage sketch entertained viewers on the Oscars ceremony, plenty of entertainment goes unseen by broadcast.

Share 52 | 36 comments | 3 videos

Emily Blunt gives dad Oliver the best birthday gift ever as she takes him on a tour of the Oscars red carpet after vowing to invite her parents because they 'inspired' her career



The British beauty, who was up for Best Supporting Actress for her role in Oppenheimer, looked in great spirits as she posed with her family members.

49 comments | 1 video | 89 shares

Backstage at the Oscars 2024: Emma Stone embraces her BFF Jennifer Lawrence while Cillian Murphy celebrates his Best Actor win after Oppenheimer swept the board



Emma Stone and Cillian Murphy continued their excited post-Oscars celebrations as fans got a glimpse backstage at the 2024 Academy Awards on Sunday. Christopher Nolan's nuclear war epic Oppenheimer was the big winner of the night with seven gongs, included the coveted Best Picture. With many Oscar winners returning to the event to present some of the biggest prizes, it was a who's who of big names behind the curtain at LA's iconic Dolby Theatre.

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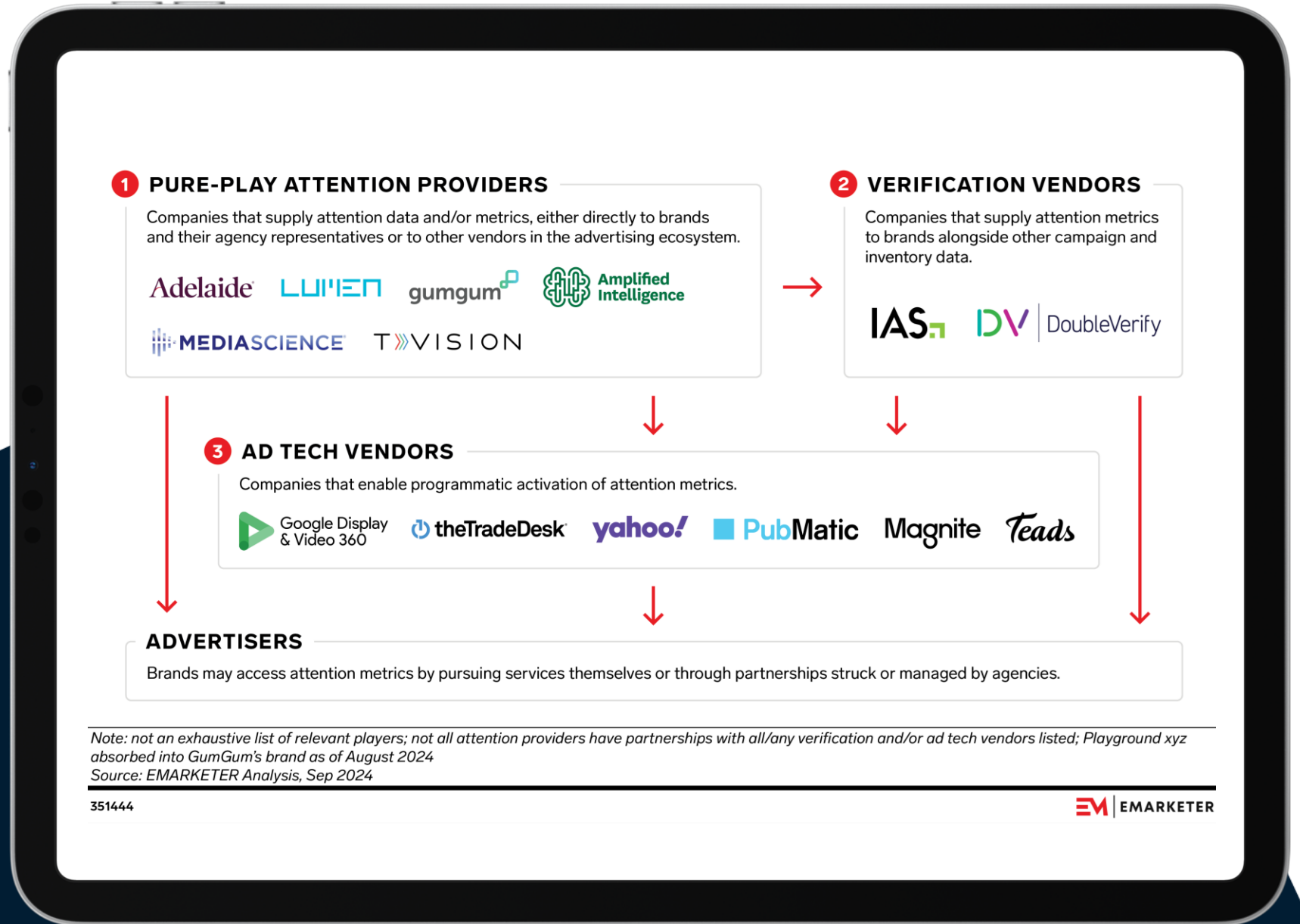
AVANTI WEST COAST

- The Repair Shop** is set to return for a tenth series with experts looking for items with 'fascinating back stories' to return to their former glory
- Pharrell Williams** fumes at crowd for 'dangerous behaviour' before storming off stage at Saudi Arabian Grand Prix show
- Ariana Grande's** very soft voice during the Academy Awards baffles fans as she presents Best Song: 'That is NOT how she usually sounds!'
- Jo Whiley, 58,** reveals how the deaths of close friends including Steve Wright and Simon Willis caused her to overhaul her lifestyle
- Inside the Vanity Fair Oscars party:** Billie Eilish celebrates her win, Steven Spielberg tucks into a burger, Mark Ronson packs on the PDA

ADVERTISEMENT

Read more

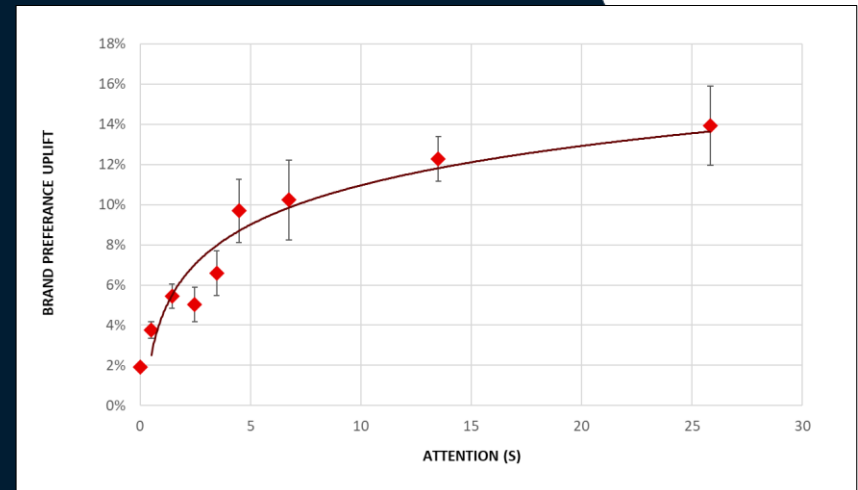
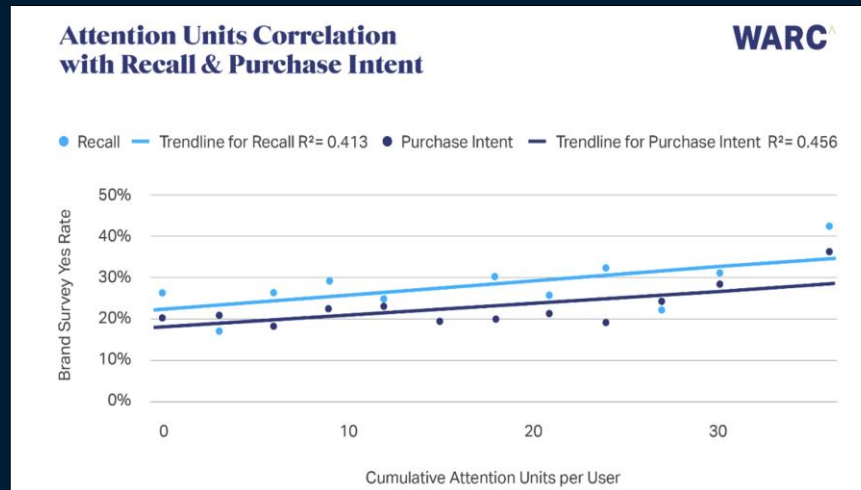
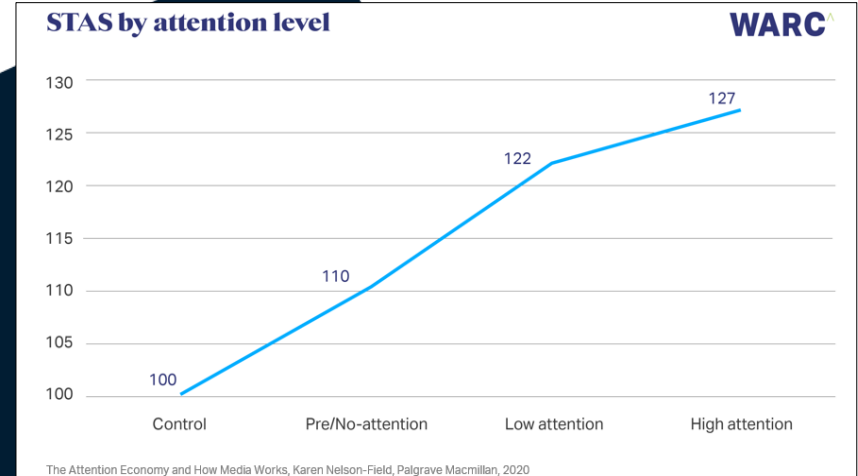
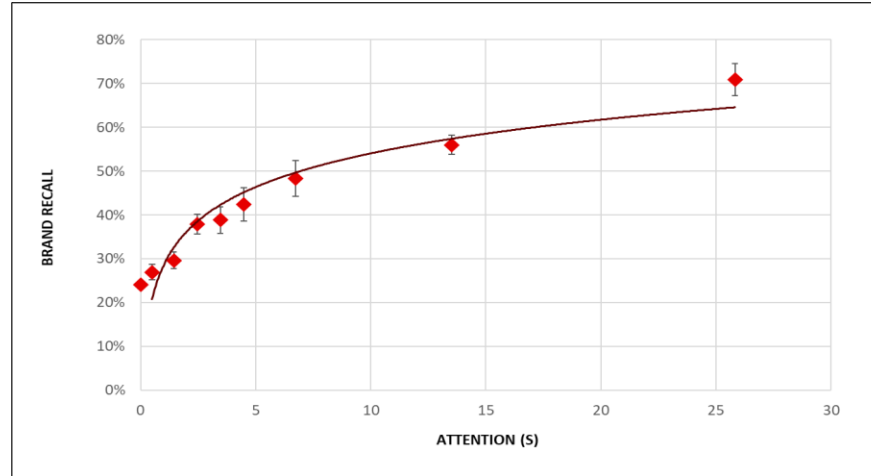
Attention Landscape



Need for Standardisation or just clarification?

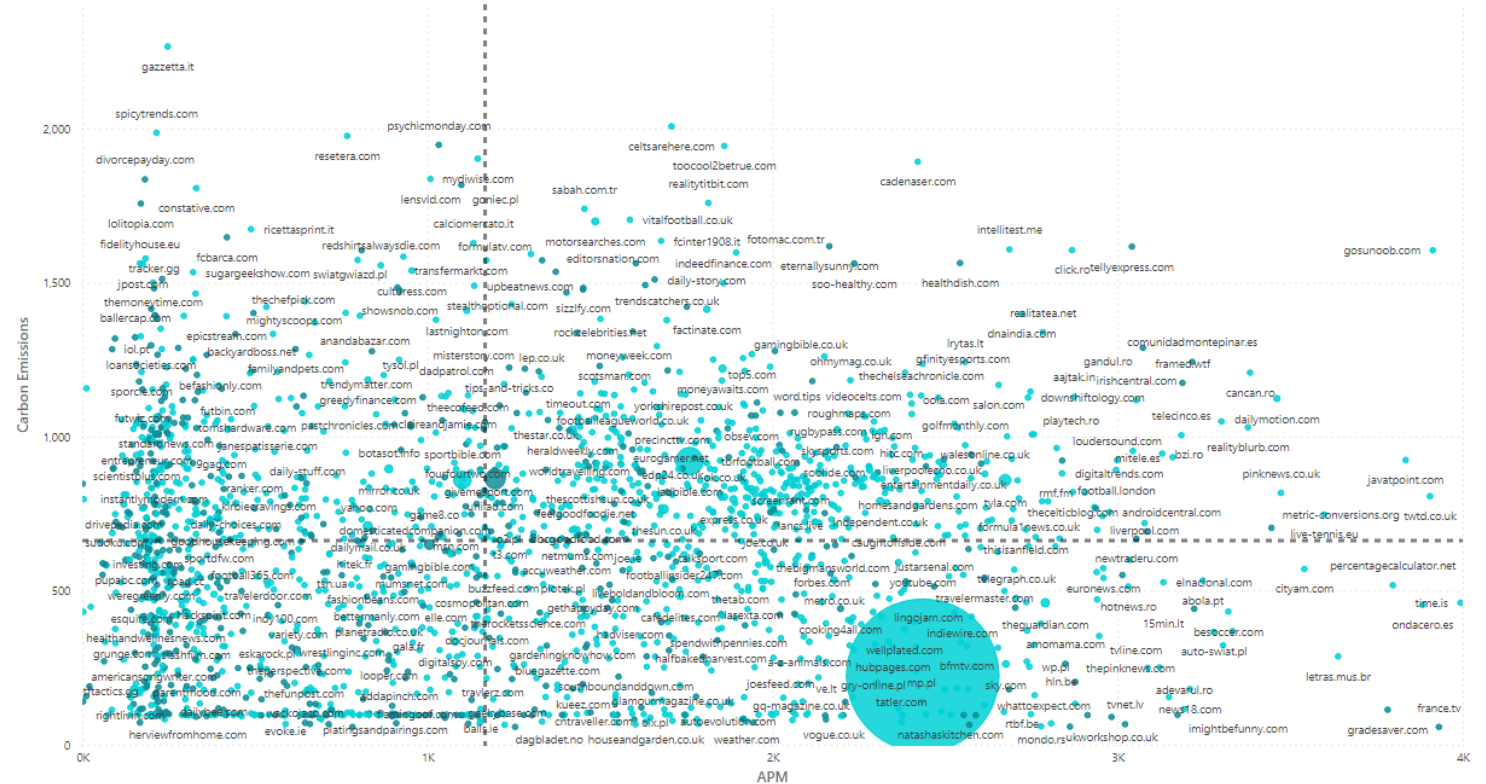


Previous studies have shown that Generally, Attention drives Brand recall & Choice




Attention data mapped to Carbon Emissions scores allows us to be more choiceful and limit waste

APM vs Carbon Emissions by Publisher



We Understand the Drivers of Attention


Viewable time, 11,04748921	Ad size, 7,771474261	Domain category, 4,244897959
	Content engagement, 6,761931188	Scroll Speed, 3,739458102
		Ad Clutter,...

 Connection

Targeting
In / Out Market
Brand alignment

 Context

Creative
Format Suitability
Brand Strength

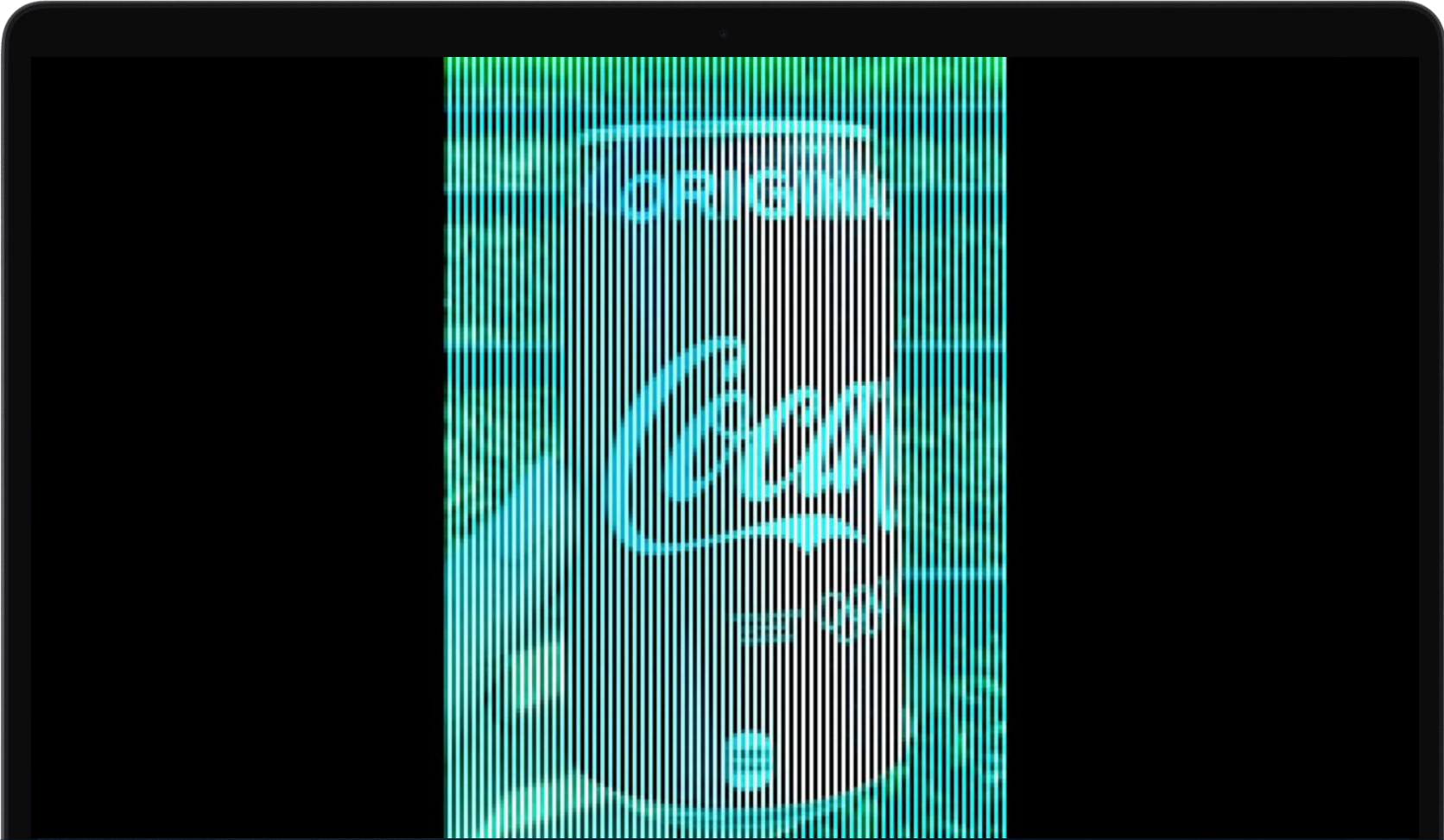
 Content



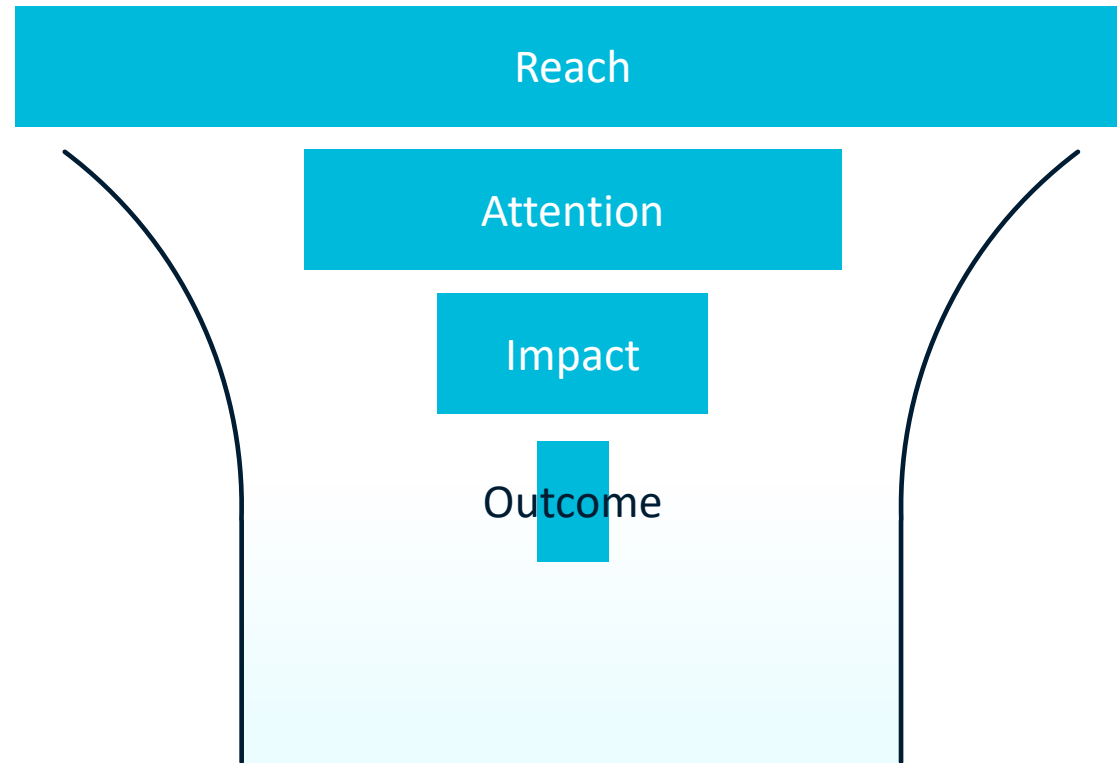
Attention Potential
TOTAL MEDIA EXPERIENCE



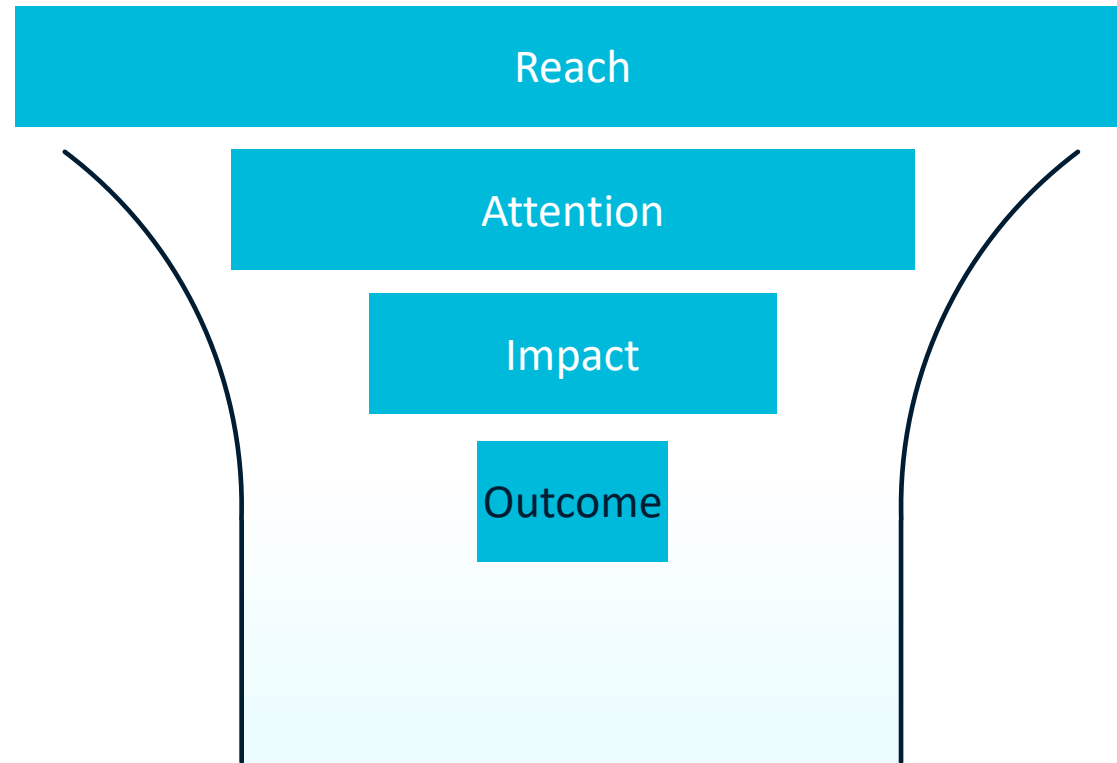
How much attention do we need?



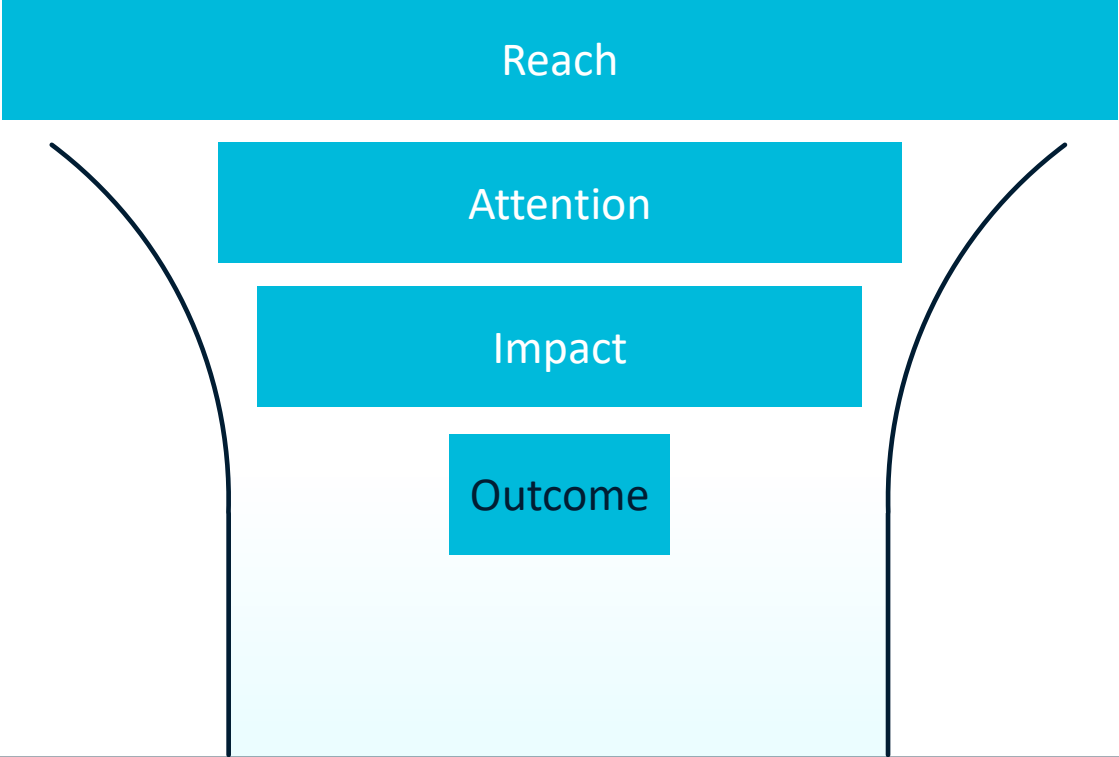
What's the role for Attention data?



Media Choices Can Widen the Funnel...



Good Creative and Relevance can convert Attention to Impact



What Do 9,000 Brand Lift Studies Teach Us About Attention & Memory?




Full Methodology



9089
Analysed
campaigns




1,879,764
Respondents



5,618,088
(Viewable)
Impressions



2,400,929
Viewed
Impressions



3,771,280
Total viewed
seconds

Combining Metrics for Brand Outcomes



Viewability



Frequency



Attention data



Brand lift

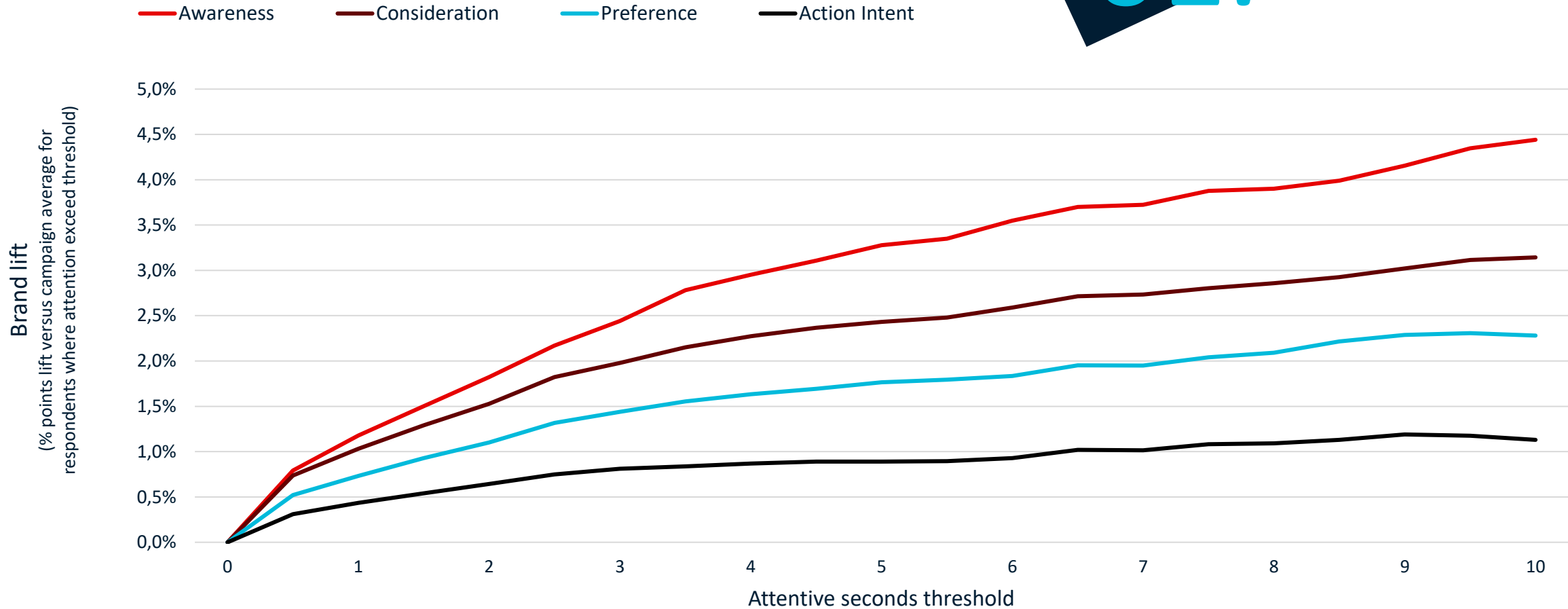
6 Key Findings



Attention and Brand Outcomes are Closely Correlated

KEY LEARNING

01.



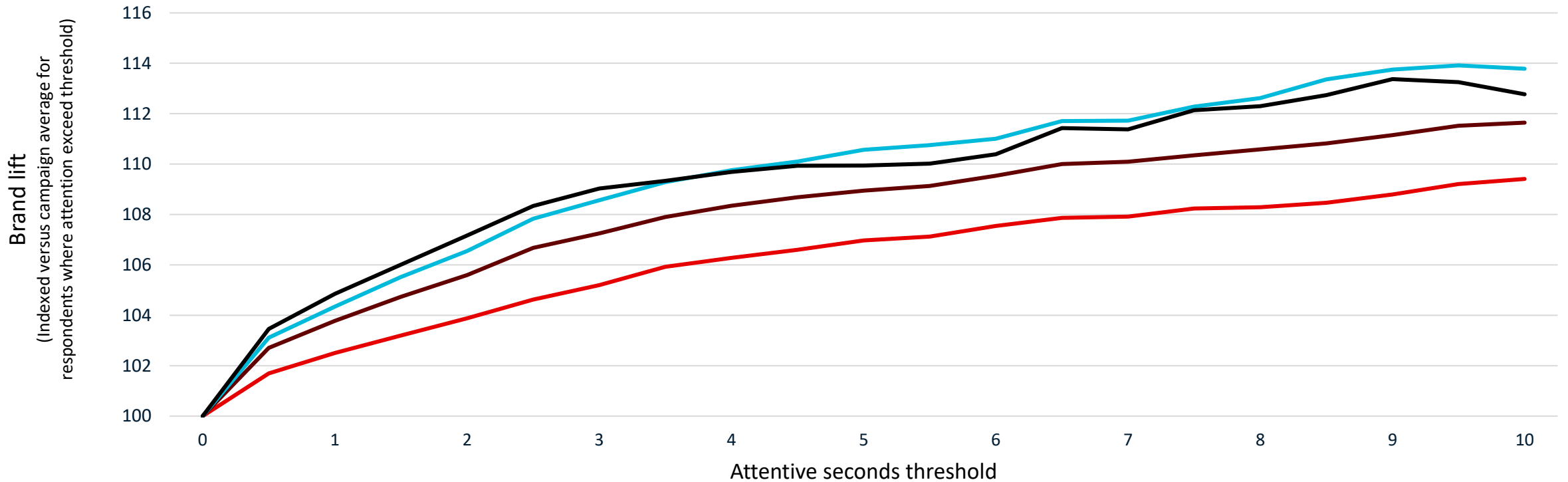
Biggest Percentage Increase is in Preference and Action

KEY LEARNING

02.

Attention vs Brand Lift (Indexed)

Awareness Consideration Preference Action Intent



Aggregate
Attention Time = Crucial

KEY LEARNING

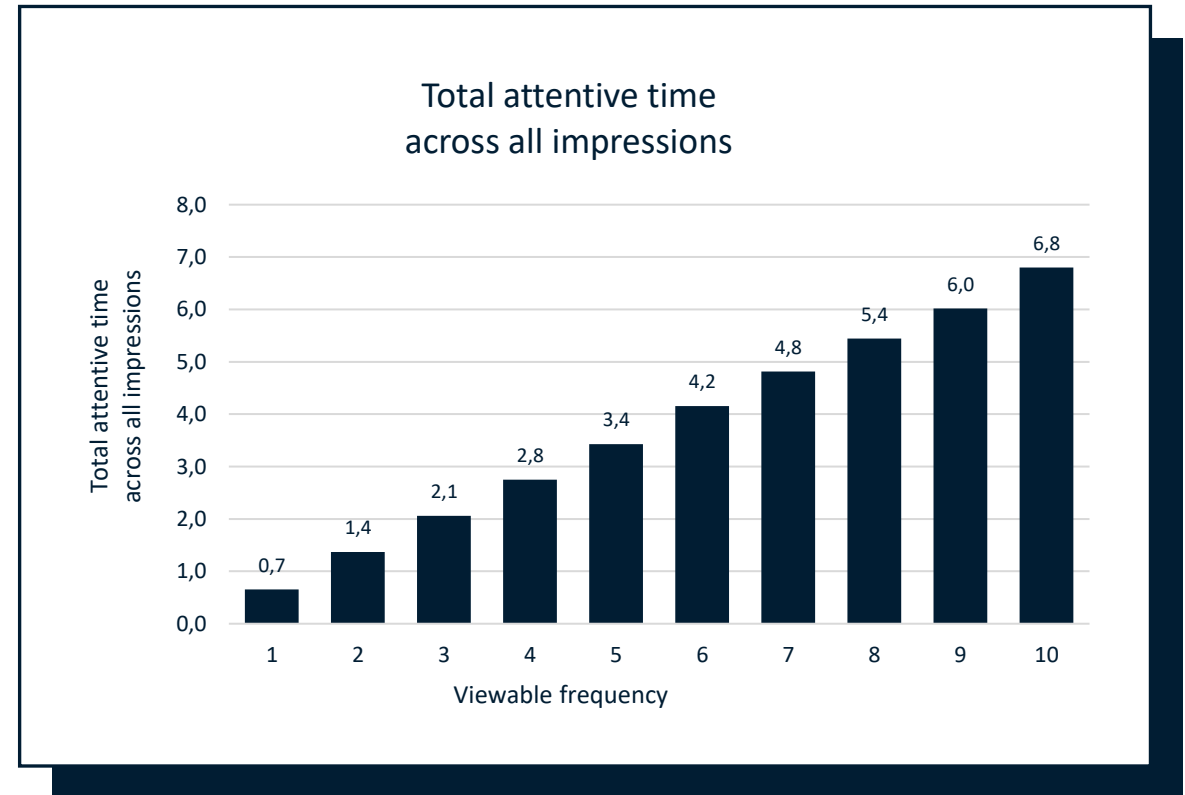
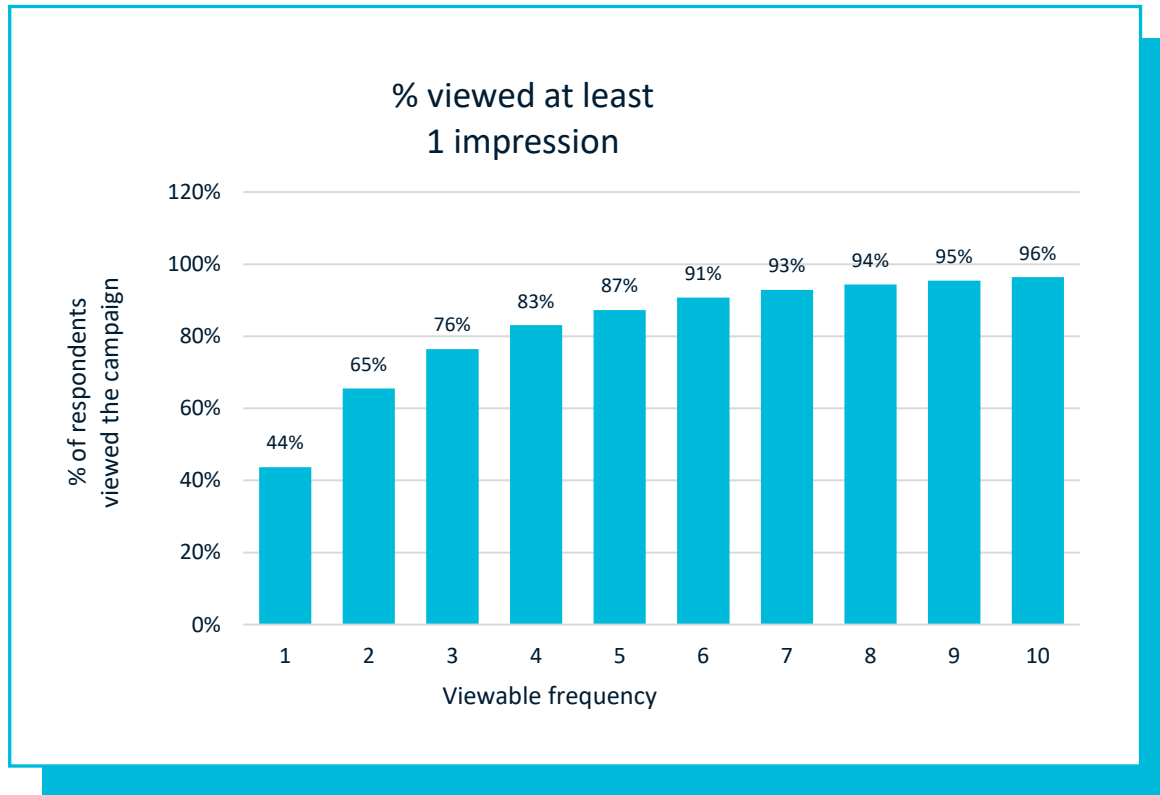
03.



Frequency Drives Attentive Reach & Attention Time

KEY LEARNING

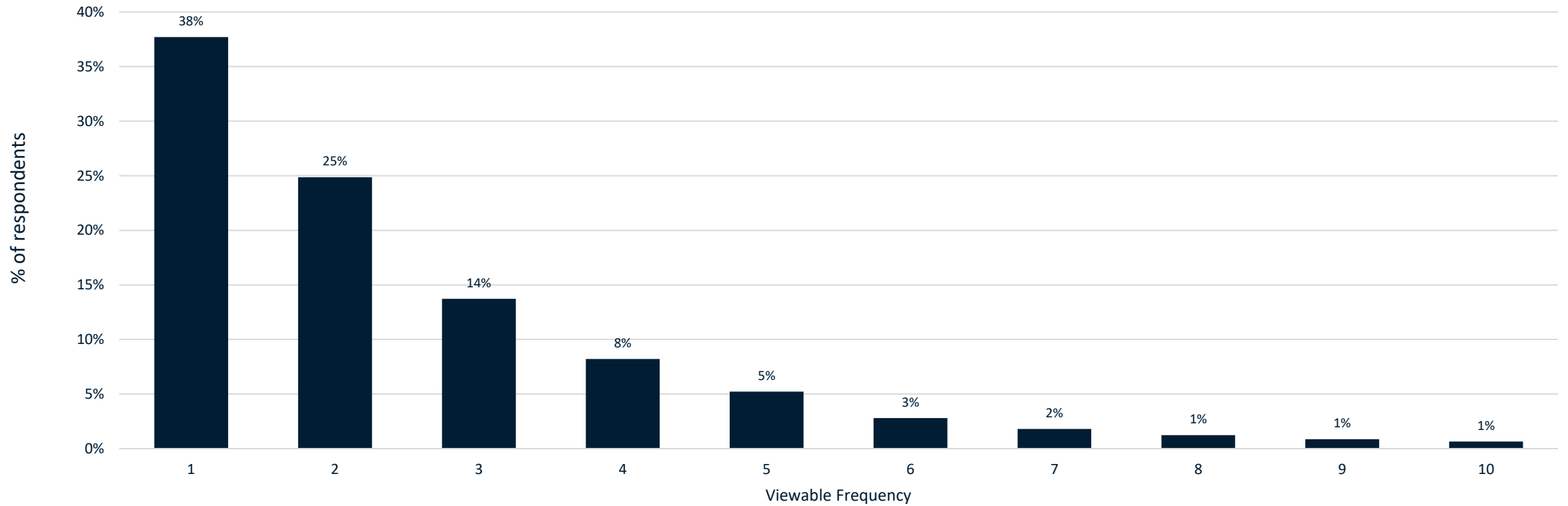
04.



Achieving Effective Frequency is a Challenge

REALITY CHECK

Viewable Frequency



Finding the Optimal Frequency to Drive Optimal Attention

KEY LEARNING

05.

		Total attentive seconds across all impressions						
		0 - 0.5	0.5 - 1	1 - 1.5	1.5 - 2	2 - 3	3 - 5	5+
Viewable frequency	1	-1.6%	-1.3%	-1.8%	-1.4%	-1.5%	-0.5%	
	2	-1.4%	0.5%	0.3%	-0.1%	-0.1%	-0.1%	0.3%
	3	-1.6%	0.6%	1.5%	1.1%	0.9%	0.8%	1.3%
	4	-3.0%	0.7%	2.0%	3.1%	2.2%	2.4%	1.7%
	5	-1.2%	-0.3%	2.6%	2.2%	2.9%	2.8%	2.7%
		Awareness						

Two key Strategies for Driving Cost-Effective Attention

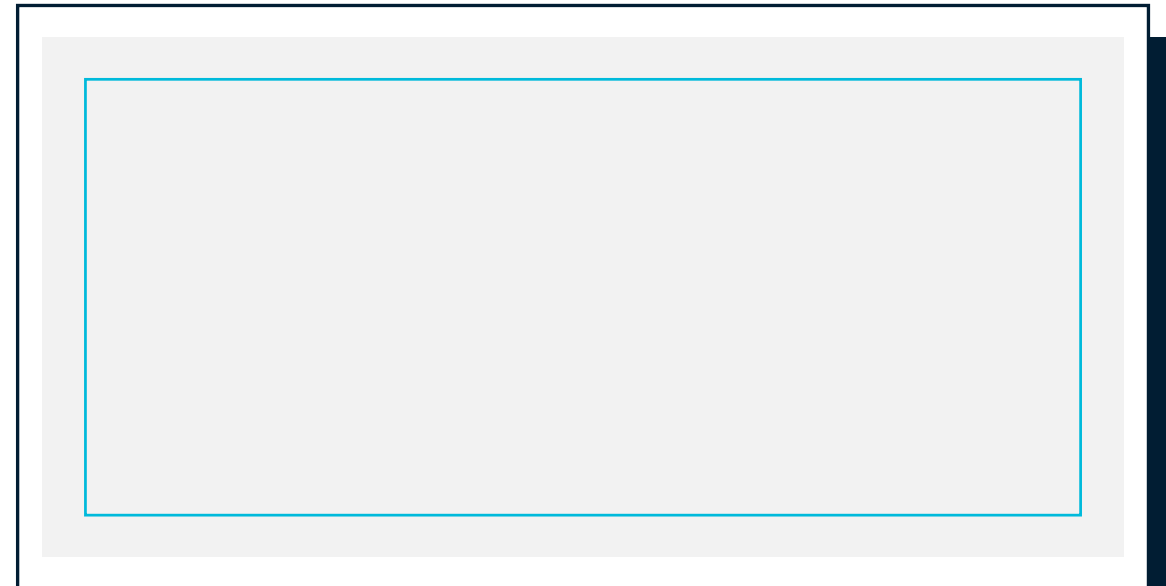
KEY LEARNING

06.



Objective:

> Awareness & Consideration



Objective:

> Preference & Action Intent

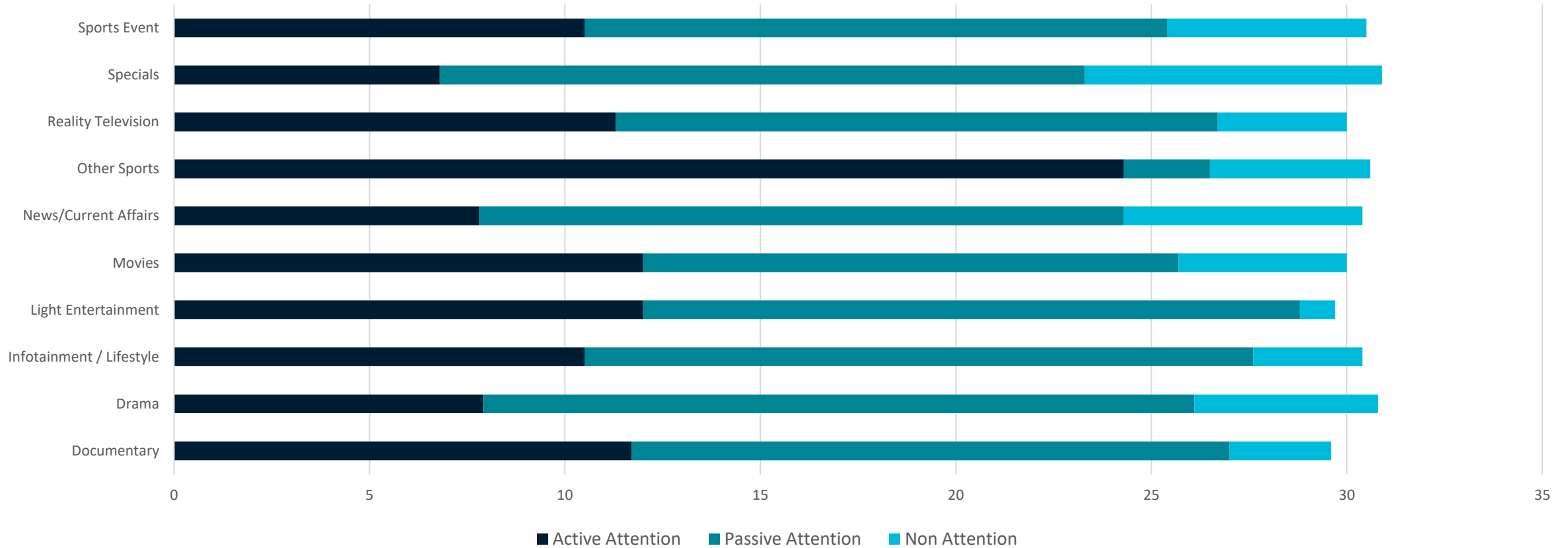
This is a TV conference Jon... What about TV?

T >> VISION
INSIGHTS

 **Amplified
Intelligence**

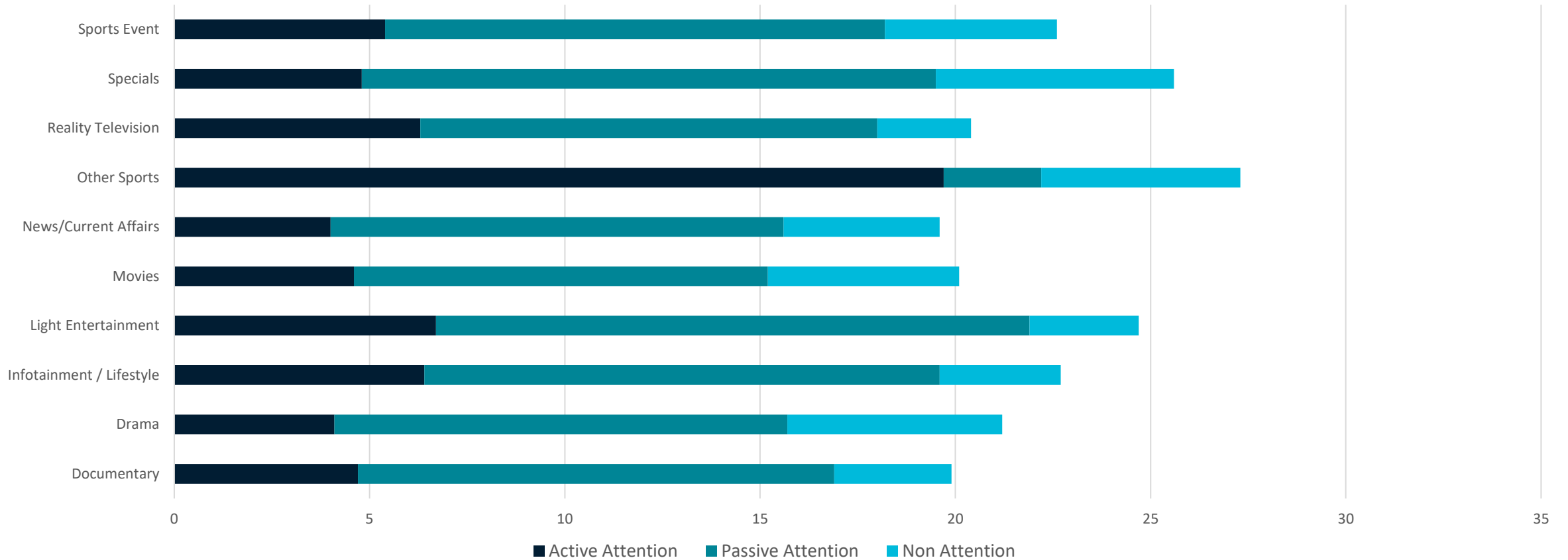
Attention data has the potential to tell us more about human experiences with our ads

Attention to Programme Genres Differs



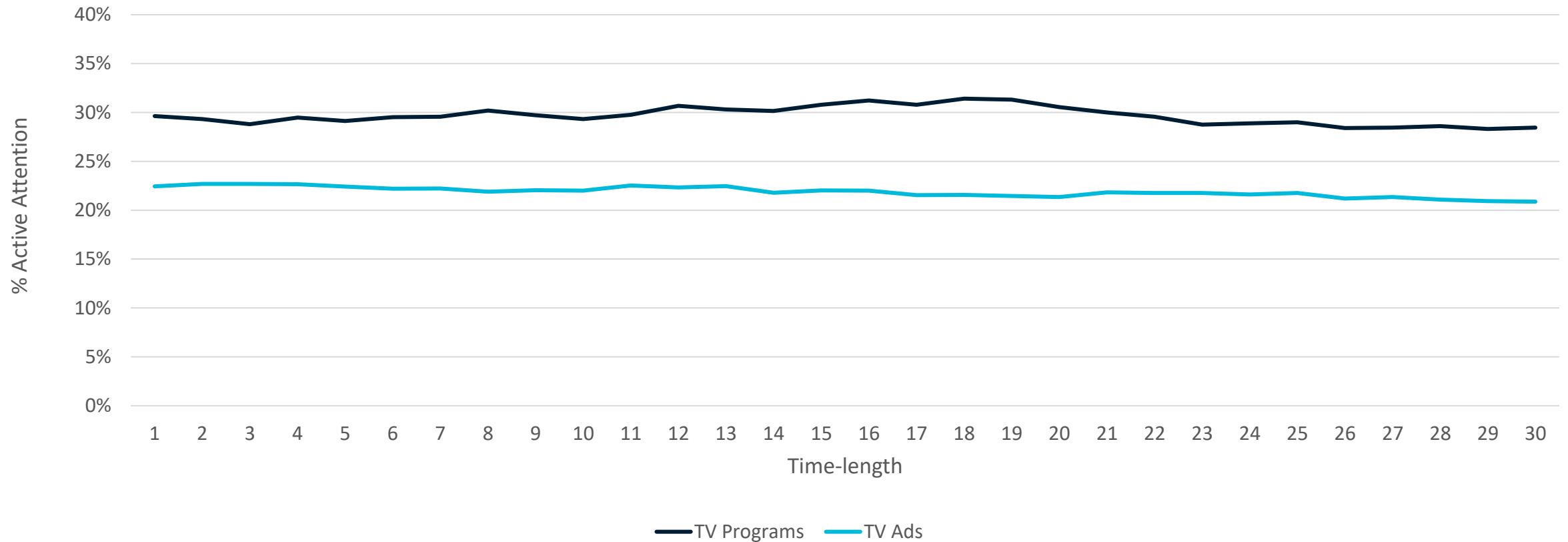
If Attention to the show is high, this is reflected in the ad breaks

Attention to Ad Breaks Across Genres

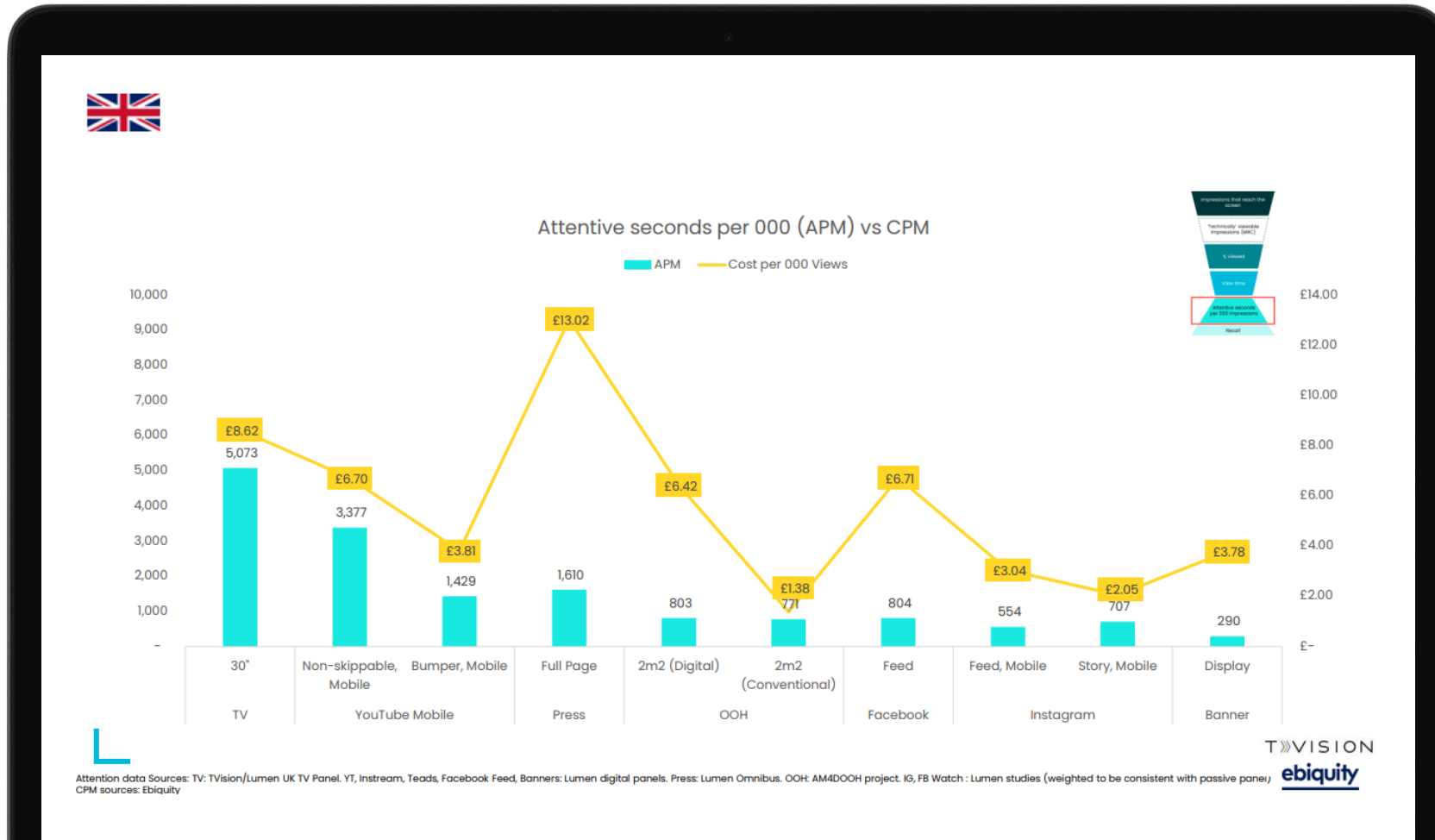


TV Attention Decays are slow, much slower than in Online Display

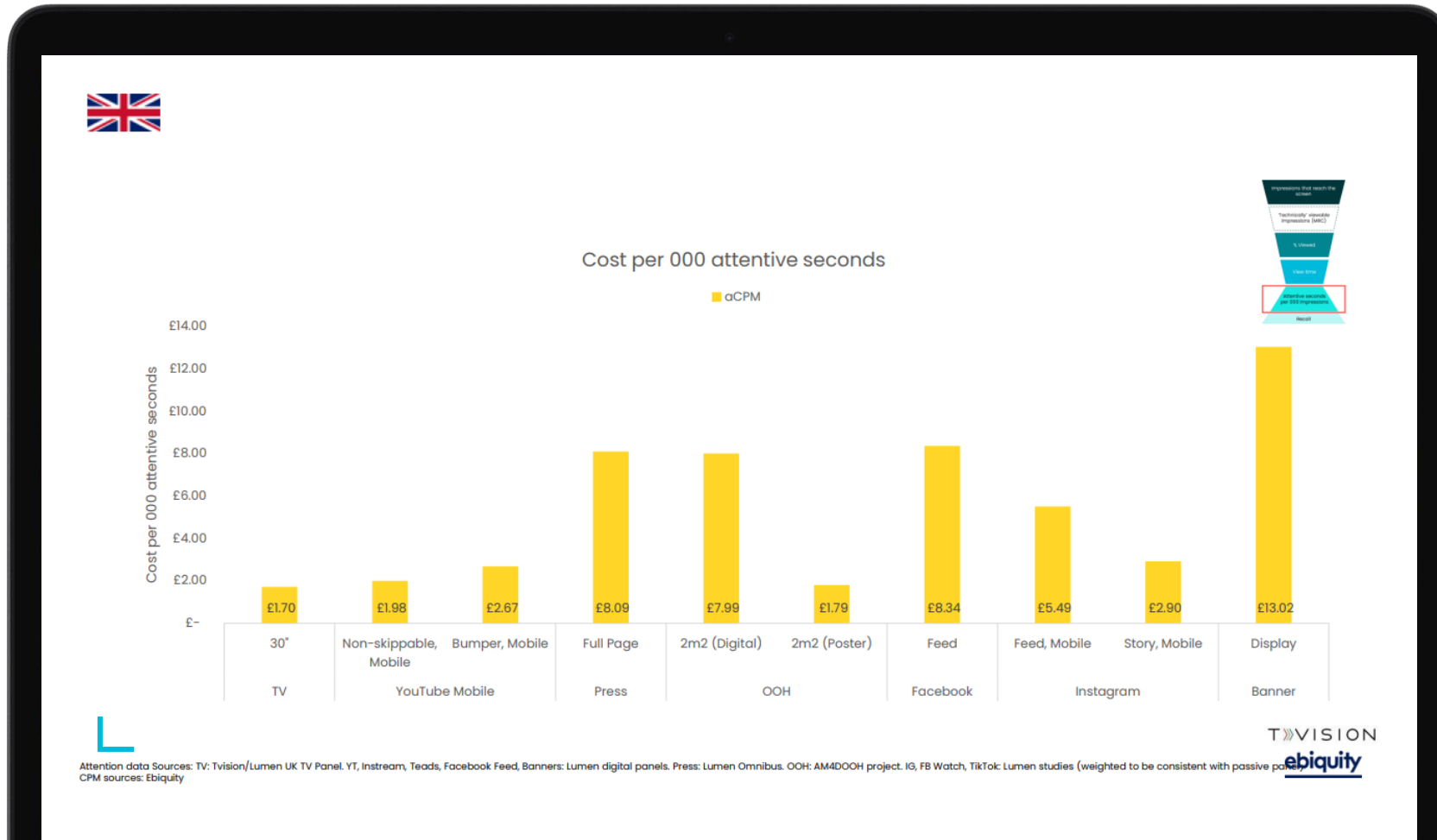
Programming vs Ad Attention



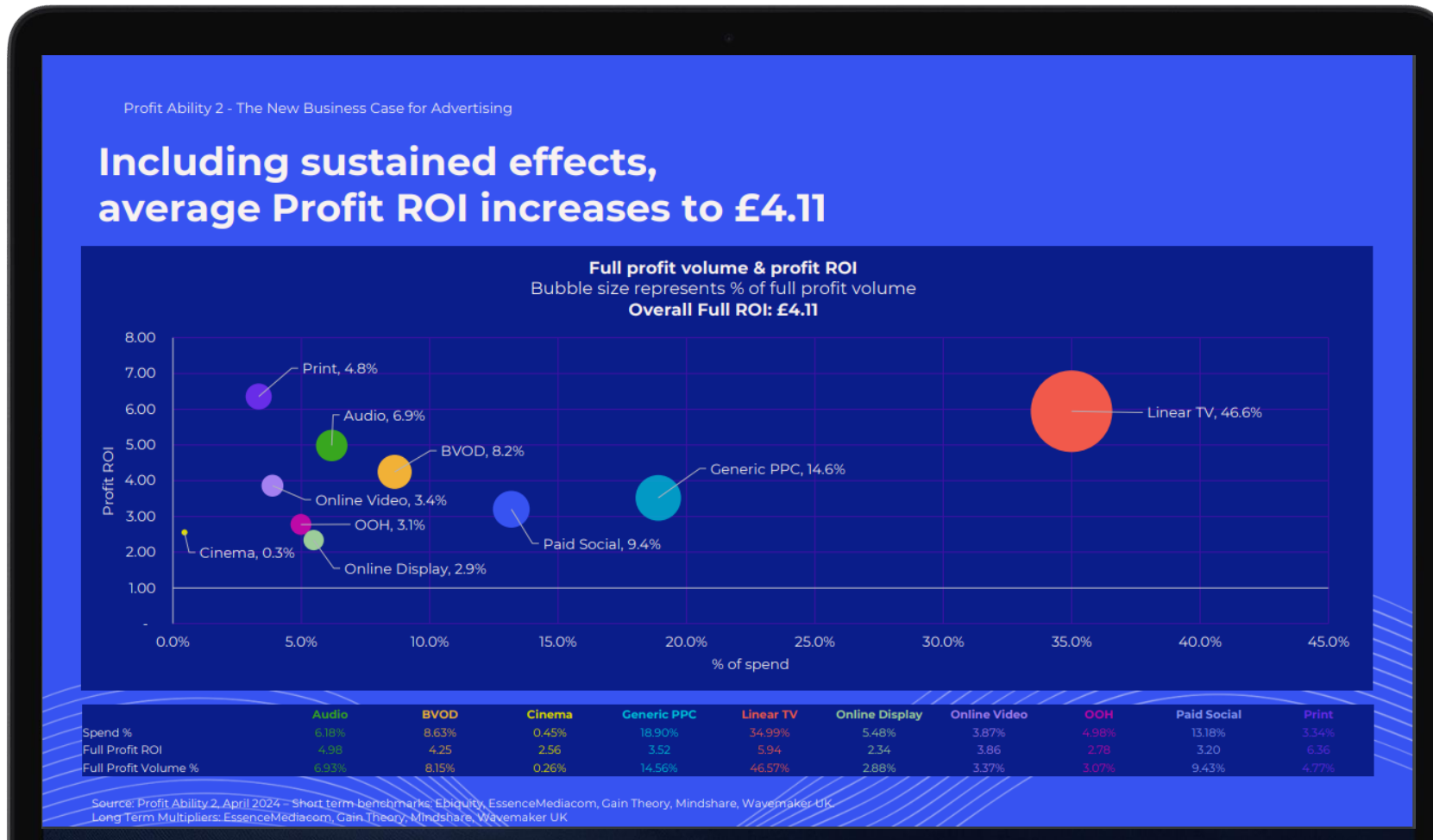
CPMs rarely tell you anything about the value of media



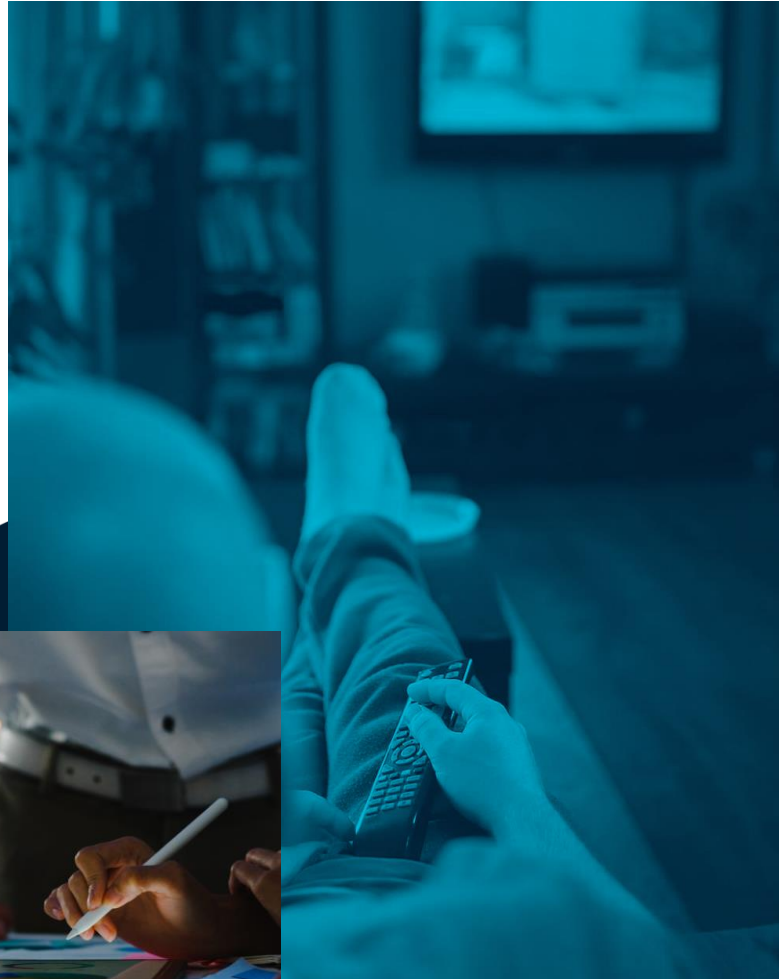
TV Appears to be an 'attention bargain'



And it's no surprise that this is reflected in TV's continued positive ROI



Attention data in AV planning



MMM and Econometrics struggle to deal with the nuances across AV ecosystem, often bucketing into Linear TV, BVOD, YouTube & 'Other' but the ecosystem is far more complex than that.

Final Thought

74%

of brands could disappear and people would not care

Most brands are just not **measuring up**. Yet, some brands have unlocked how to be meaningful - and are significantly outperforming the market on all measures

READ MORE 

MEANINGFUL
BRANDS™

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HAVAS Media
Network

×

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THE MAGIC OF TV



Thank You!

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